

Talking Book Service Advisory Committee Meeting
Tuesday, May 23, 2006
9:30 AM-1:30 PM
Idaho State Library
Lower Level Conference Room

Meeting Purpose: To update participants on services for the print impaired and develop a process to support local library services to them

Desired Outcomes: By the end of the meeting, participants will have:

1. Awareness of upcoming changes at the State Library
2. Understanding of status of TBS action plan activities
3. A process for developing and supporting local library services to the print impaired
4. Awareness of ongoing changes in the nationwide Talking Book Program

Meeting Leader: Sue Walker

Facilitator: Stephanie Kukay

Recorder: Rosemary McClenahan

AGENDA

Meeting set-up: purpose, desired outcomes, roles, agenda review, ground rules, decision making, icebreaker	Stephanie	<ul style="list-style-type: none"> • Present • Agree 	15 min.
Changes at the State Library	Sue, all	<ul style="list-style-type: none"> • Present • Clarify 	15 min.
Newsline Outcomes	Sue, all	<ul style="list-style-type: none"> • Present • Clarify 	15 min.
Newsline Publicity	Sue, all	<ul style="list-style-type: none"> • Present • Clarify • Additional suggestions 	30 min.
Break	All		5 min.
Process to develop and support local library services to the print impaired	Sue, all	<ul style="list-style-type: none"> • Present • Discuss 	40 min.
Break	All		15 min.
Process to develop and support local library services to the print impaired (cont.)	All	<ul style="list-style-type: none"> • Agree 	15 min.
Large Print Dispersal to libraries	Loretta, all	<ul style="list-style-type: none"> • Present • Clarify 	15 min.
Large Print Patron/Library notification process	Sue, all	<ul style="list-style-type: none"> • Present • Clarify 	15 min.
NLS biennial conference update	Terri, all	<ul style="list-style-type: none"> • Present • Clarify 	15 min.
July 11 meeting overview	Sue, all	<ul style="list-style-type: none"> • Present 	10 min.
10 ² Program	Judy, all	<ul style="list-style-type: none"> • Present • Clarify 	20 min.
Next steps	All	<ul style="list-style-type: none"> • List 	10 min.
Meeting Review	All	<ul style="list-style-type: none"> • List 	5 min.

Present: Charlie Bolles, Shirley Cobble, Marcia Courtney, Laurel Day, Cheryl Duncan, Mary Ellen Halverson, Terri King, Stephanie Kukay (facilitator) Rosemary McClenahan (recorder), Sue Niewenhous, Loretta Paine, Sue Walker, Sheila Winther (recorder), Nancy Wise

CHANGES AT THE STATE LIBRARY

Domain change to Libraries.idaho.gov
E-mail-first name.last name@libraries.idaho.gov

Re-arrange Library to relocate all staff on main floor

Disperse Collections

- State documents to Historical Society
- Large print to Public Libraries

Name Change (ICL) effective July 1, 2006
Idaho Commission For Libraries

New Phone System- (Mid-July)
Keep same main #s 334-2150 and 1-800-458-3271

Follow up—New TBS applications

NEWSLINE OUTCOMES

2 year pilot

Purpose of outcomes is to document where we are now and where we would like to be in two years. Useful information to present to Legislature.

433 users as of mid May 06

TBS – Has approximately 3700 patrons (2006)

Newsline Service is for all print impaired including those with physical disabilities

Need # of Blind/Visually impaired in Idaho.

Users need to be certified—will have applications—to be processed through Blind Commission.

Want to be able to demonstrate to Legislature that we are making good progress

Develop achievable outcomes to show Progress

- 30% of TBS patrons by June 2008
- Survey—25% find Newsline useful
- Public libraries refer at least one client to Newsline (140 libraries) by June 30, 2008
- Organizations refer at least one client to Newsline
 - School for the Deaf and Blind
 - Eye doctors
 - Traumatic Brain Injury clinics
 - Senior Citizens Centers

- LINC Idaho

Does Newline supply statistics

- Length of use time?
- Number of people using?
- Frequency of use?

GOALS (Discussion of Outcomes)

- Is 30% TBS patrons reasonable? 20%?
Comments: About 17% of TBS patrons respond to surveys.
Not just TBS
TBS program is growing
- First year—start with 500 and increase to 750 by end of 1st year. 2nd year –1000
Need to justify \$ spent to # of participants.
of patrons using Newline will increase by ____%
What is reasonable # to expect.
Need estimate of # of people eligible to use Newline
Info from last census combines visually impaired and deaf numbers. Hard to get just visually impaired #s.
Also must include # with physical disabilities
Focus on # of users—not where they come from.
Check with Federation for the Blind for eligible #s?
- Goal Is 25% total users or just those who return survey.
Would like to see larger #
Complete a phone survey?
25% should be % of those who respond to survey

By June 30, 2008 ____% of responders will indicate Newline useful
Drop % from outcome?
Like to see some # both as a goal and as something to show Legislature.
By June 2008—All users will be contacted either by phone or mail.
Phone survey may be best.
May start with mail, follow up by phone.
- How to track referrals?
Color code applications?
All new applicants may not have to fill out Newline applications (TBS existing patrons)
Always ask all inquiries where they heard about program.
New NLS and NFB programs may be a source of statistics.
Useful to know where referrals come from
Combine goals 3 and 4
Sue will work on wording

NEWSLINE PUBLICITY

\$10,000 media campaign with Murphy Media

- Target audience is providers of services to the print impaired
- Focus on Treasure Valley area and Eastern Idaho
- Do North Idaho if \$ allows
- “*Hear’s The News*” is the lead-in
- Postcard to announce Newsline
- Counter cards for organizations with referral cards for interested persons to take
- 30 second PSA (Television)
- Op-Ed piece by ANN JOSLIN to the Statesman, Post Register and Spokane Review, add others when those titles area vailable on Newsline
- Mailing by mid-July
- Blind Commission has sent out 3300 letters to service providers

PROCESS TO DEVELOP AND SUPPORT LOCAL LIBRARY SERVICE TO PRINT IMPAIRED

Questions considered:

- Type of libraries
 - Variety of size/type of libraries
 - Medical
 - Academic
 - Public
 - Special
 - School

Specifically include: ISDB, Veterans, Boise Public, CDA Public

- Contact to assess interest

Use survey info from needs assessment to identify potential libraries

Concern that too diverse will impede progress—focus on one type in beginning? Or get one that has something to contribute.

The group agreed to the above statement.

- Number of libraries
 - 1/3 of public libraries?
 - 12-20 at most?
 - 1-2 from each region?

6-7 regions in state

12-14 libraries

The group agreed to the above statement.

- Participation criteria: Ability to:
 - Ability to commit time
 - Geographic variety
 - Library size
 - Library type

- Demonstrated interest (they had done something)
 - Library without demonstrated interest (not done something could be conflict between the last two)
 - Ability to participate
 - Specific contact at library/part of job responsibilities
 - Would like majority of libraries to have already done something in this area.
 - Consortia library
 - Previous successes-commitment
 - Eligible population
- Selection Process for participants (How do we want to involve libraries)
 - Lottery
 - Invitation
 - Application
 - Individual responses
 - Hand selected
 - Referrals

No decision has been made at this time.

If convening a group right away, should be hand picked
 Consultants can help with referrals.
 Libraries need to be proactive.

- Timing of Meetings (Frequency and length of time to meet)
 - 2-3 years
 - Quarterly meetings -Adjust accordingly
 - Base meetings on an implementation plan
 - Frequency determined by participating libraries
 - Administrator/director and outreach person attend first meeting—
outreach person continues with group
- Expectations of participants
 - Commitment
 - Active participation
 - Implement changes in libraries
 - Willingness to risk
 - Assignment of outreach person
 - Willingness to teach other libraries
 - Willingness and ability to partner
 - Actively seek out clientele
 - Ability to commit resources in future (sustainability)
- Expectations of Idaho Commission for Libraries
 - Convene meetings and pay travel/expenses
 - Coordinate training
 - Consulting assistance
 - Research and disseminate best practices
 - Actively seek new ideas
 - Provide info on getting funding grants

- Specific training/support required
 - Will we know that now?
 - Needs assessment—determine who in community and what needs are
 - Determine appropriate services required (dealing with all types of libraries—school, academic, etc.)
 - Research best practices (Idaho and other states)
 - Technology skills
 - Getting grants/funding
 - Marketing
 - Help identify partners
- Partnering with community organizations? Is this mandatory?
 - Need partners with similar clientele
 - Not mandatory but desirable
 - Help people identify partners

NEXT STEPS

Sue W. will draft proposal, get more info from staff and present outcomes at July meeting

Sue W. will check on statistics available from Newslane

Nancy will check on number of visually impaired in state

Next meeting after 7-11 is November 28th

Next Meeting 7-11 all day

NLS representative Dave Whitall will be here to give us feedback from the site visit in the morning

Party in the afternoon (2-4 PM) for:

Patrons 100 or older (10 Squared)

Volunteer recognition

75th anniversary for Talking Books.

MEETING REVIEW

PLUS

Having questions about training idea ahead of meeting

Reading list over and over for visually impaired participants

Good to have Nancy on board

Sheila filling in as recorder

Lunch didn't have to be assembled

DELTA

Braille agendas